

50 fully researched niches that you can delve into right now.

These niches have medium competition on Amazon.com while still having good enough sales volume.

- Model toys
- Room thermometers/Humidity readers
- Personal humidifiers
- Cycle accessories
- Maternity accessories
- Cat/dog toys
- Wall decor
- Wedding gifts
- Wedding favors
- Party supplies
- Novelty lighting
- Office basics
- School supplies
- Golf accessories
- Golf training equipment
- Outdoor decor
- Wind and weather decor
- Picnics
- Craft supplies
- Nursery decor
- Nursery accessories
- Stroller accessories
- Baby keepsakes
- 'Baby Shower' gifts & favors
- Gifts for babies
- Kids musical instruments
- Bathroom hardware
- Sewing kits and supplies
- Paintbrushes (Home Improvement)
- Paint prep materials
- Lighting accessories
- Kids and pets wearable technology
- Tracking devices
- Martial arts
- Swimming
- Pilates
- Sports/Fitness Pads/Support
- Water sports accessories

- Winter sports accessories
- Climbing accessories
- Hobby tools
- Bath and shower accessories
- Air fresheners
- Canning supplies
- Cake and cookie decorating
- Beer and wine making
- Softball
- Lacrosse
- Protective gear and pads (Sports)
- Cheerleading

Running out of Stock can be Very Frustrating- Learn How to Keep Getting Sales Even When You are Out of Stock and How to Recover Your Rankings FAST When Your New Stock Arrives at Amazon.

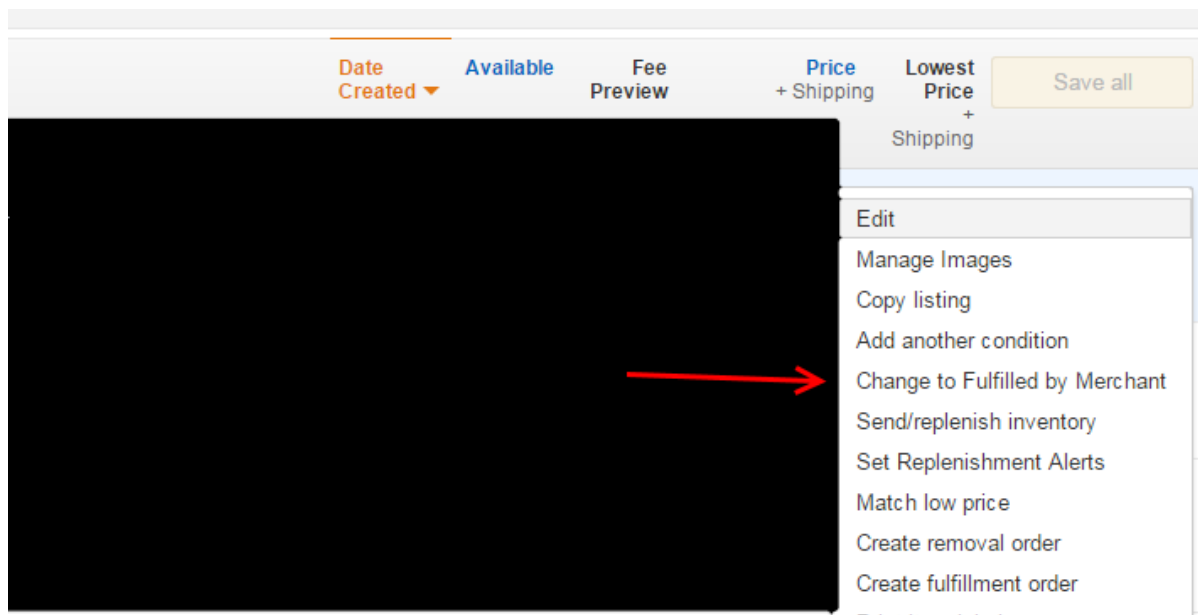
Almost everyone runs out of stock occasionally. If we could avoid it completely we would, because from the moment you are out of stock, your rankings and BSR will start to drop. This can be very disheartening when you've just spent weeks getting your listing up the rankings and to the point where it's making some good sales every day.

However, don't despair :) I'm going to show you how to do some damage limitation and then, when you get more stock in, how to quickly get back to where you were before you ran out. It's worth noting that once you have an established listing, occasionally running out of stock for a few days will not harm your rankings overall and your rankings will automatically return to normal within a few days of your item being back in stock. So the only time you should consider the below method, is if you run out of stock on a relatively new listing that is not yet properly established.

Additionally, only ever use this method if your stock is either on the way to Amazon, OR ready to be shipped. Never use this method if you don't actually know when your stock is going to be shipped to Amazon. I cannot stress this enough!!

Step 1 -

Go to Manage Inventory and click the drop down box beside 'Edit'. Select 'Change to Fulfilled by Merchant'



Wait about 15 minutes and then still on the edit listing page, click on your product image to open up the page for editing.

Click on the 'Offer' tab

You will see a default shipping amount beside 'Your Price'. Subtract that from whatever your current selling price is, and change the price to the new amount.

For example:

Your current selling price is \$19.99

The default shipping shows as \$4.99

Subtract \$4.99 from \$19.99 = \$15

Enter 15 in the 'Your Price' box

You will also see a new field that was not there before you changed your listing to Fulfilled by Merchant. The new field is 'Quantity'

Enter an amount in there. I usually put 30.

Now scroll down to where it says 'Restock Date' (This field is also a field that is only displayed on Fulfilled by Merchant listings).

You need to enter a date here and it cannot be more than 30 days in the future. If you are expecting your new stock to be at FBA in say 14 days, put a date in the box that is at least 24

days in the future. This is in case your stock is delayed. I usually like to leave a buffer of about 10 days, just to be on the safe side.

Now click 'Save and finish'

Wait for about an hour and then check to see if your listing is live again (it will have gone inactive the moment you went out of stock). If it's not live, wait another hour or so and check again because sometimes Amazon can be a little slow at reactivating listings.

Once your listing is live, customers will be able to back order your product. You will make less money per sale and you won't get as many sales this way. Your rankings and BSR will still drop, BUT you will still get SOME sales and your rankings and BSR will not drop NEARLY as much as they would if you had simply left your listing inactive until your new stocks arrive at FBA.

If you need to, go back in periodically and update the 'Quantity' to add a few more units.

[Caveat: Do not do this if you don't actually know when your product is expected to be back in stock. Only do it if you either have stock on the way, or stock ready for shipping. If you have any doubts about your stock being ready on time, do not do this! YES, I know I'm repeating myself on this point, but for a very good reason. IF you use this method and your stock does not arrive at Amazon before the date the orders are due to be fulfilled, your seller metrics will be negatively impacted. So please, please, take note of the risk factor involved here and use this strategy wisely.]

Step 2 -

As soon as your new stock arrives at FBA and has been processed, you can switch your listing back over to 'Fulfilled by Amazon'

Now you need to process the back orders manually one at a time.

Click on the drop down box beside 'Edit' under 'Manage Inventory' and select 'create fulfillment order'.

Now you can enter the back order customer's details and have the product shipped to them.

You will find these details under 'Manage Orders'

After you have created a fulfillment order for each back order, simply click 'Confirm Shipment' for each one under 'Manage Orders'

By taking these steps, very often when your products are back in stock at FBA and you switch back to 'Fulfilled by Amazon', your rankings and BSR will go back up again without any further action on your part. This is especially true if your listing is established.

If, after 5 days your rankings and BSR are still lagging, try dropping your price by one or two dollars temporarily. You can raise it again once you have regained your rankings and BSR, which should not take more than a few days.

If you still need a bit of an extra boost, create a promotion with a sale (don't forget to protect your inventory).

How to Slow Down Sales

Umm, why would you ever want to slow down sales?

For the same reason as above – to prevent running out of stock or to reduce the time your listing is out of stock. Less sales is still better than no sales.

Since the above method of allowing customers to pre-order is a bit of a risk, some of you may prefer to play it safe by slowing sales and making your inventory last longer.

The way to do this is by increasing the price. The time to do this is as soon as you realise you are probably going to run out of stock before you are able to get inventory to the warehouse. You might want to start by adding, say \$2 to the price. The effect should be immediate, so you will know quite quickly whether or not you need to increase the price further. Sometimes you might need to increase it by as much as \$5 or even more because I've known a price increase of \$2 to have a positive effect on sales as opposed to a negative one. So you will need to test!

When your new stock arrives, you will almost certainly have dropped some rankings, but not as much as you would have if you actually run out. Try setting your price at \$1 lower than it was originally until your rankings go back up.

The 5 key things you need to do to ensure success

1. Make a 'to do' list every morning and create that list in order of priority. Highlight the things that MUST be done that day, and make sure they get done!
2. Always inspect the very first order (at least) from your supplier before it gets sent to Amazon. Make sure the items are packaged correctly and make sure the case has the Amazon FBA label on it. If and when you advance to using sea shipping, EVERY order should be inspected before going to Amazon. This is because the outer boxes frequently get damaged during sea freight and often need replacing.
3. Take the time to make sure your listings are the best they can be. Your images, title and bullet points should be RED HOT. Tweak them until you are 100% happy. Make

your images interesting. Don't just have loads of images showing different angles of your product.

4. Reply to your customer messages within 24 hours. This is vital if you are going to maintain a good seller rating and good account health. As you grow, you can outsource a lot of these types of tasks and there are companies who specialize in assisting Amazon sellers with the day to day running of their operations.
5. Start scaling up as soon as you hit a steady 15-20 sales a day with your first product. It's easy to get a bit lazy when you have a regular income coming in for (by that time) a small amount of work. Successful sellers are always looking for their next selling opportunity.

The Things NOT to waste your time on!

1. Worrying about the small stuff, such as what other sellers are doing. If they are breaking the rules, that's up to them! Let Amazon do the policing and YOU focus on your own business. Of course, if you see a listing doing really well, you may be able to learn something from that listing, but that's different. Remember, successful sellers never sweat the small stuff!
2. Press Releases. For some reason, I've seen other courses talking about Press Releases as if they are the 'holy grail'. Sure, they used to be effective, but times have changed. Nowadays, unless you happen to be a big brand name or announcing something that the news channels would actually want to publish, then the only place your Press Release will appear is on a ton of obscure pages. And yes, I'm talking about paid Press Releases too!
3. Forums (with the exception of the seller central forum when you need to get a question answered.) Successful Amazon sellers rarely have time to lurk in forums. What you get in those places are mainly novices, or people who are not focusing on the things they SHOULD be focusing on.
4. Discounting Your Product to \$1 in Order to Kick Start Sales and Rankings. I'm mentioning this because it's taught in some other courses and guides. It's a TERRIBLE idea! Not only will you be losing money, but you are devaluing your product way too much. Your product will have little value to someone who has only paid \$1 for it and

because of that, these customers are less likely to bother leaving a review. Additionally, Amazon does not like these kinds of promotions. Stick to 30% - 50% off, or 70% if you really need to, but don't discount at more than 70%.

Non-US Residents: If you want to sell on Amazon.com

I've seen plenty of information about selling on Amazon.com when you are a resident of another country. However, all of it falls short and leaves the reader with unanswered questions. Often the 'advice' is coming from somebody who lives in the US and therefore has never actually done it!

So here's what you need to know:

1. You will need a US address in case your shipping carriers need to send you any correspondence.

I use www.mailboxforwarding.com for \$14.95 per month. They will scan and email any incoming mail to you. Be sure to give this address to whoever is arranging shipping for you.

[UPDATE: Clevvermail.com is a relatively new service and for the first 6 months it's actually free. Thereafter it's about \$1 a month. You only get one piece of incoming mail for that and if you get more, you are charged for it. However, the chances are that you won't get more than one, if you get any at all. Even if you got 2 or 3, it still works out cheaper!]

2. Since US based sellers are able to receive stock at their home for the purposes of checking and/or repackaging, making bundles etc., and non-US based sellers cannot - this means we need a company to do this for us.

At this time, the one I would recommend is www.fbainspection.com

It's not only non-US resident sellers that use companies like FBA Inspection. Many US based sellers use them too, so that they can focus on other aspects of their business and not get bogged down with menial tasks.

3. As of April 2015, Amazon started to withhold VAT (on FBA fees only, not on sales) from sellers who reside in Europe. To prevent this, you need a VAT number, which of course means that you need to be selling as a company, as opposed to an individual. It goes without saying that if you do not have a company yet, at some point you will probably want to get one in order to pay the lesser tax rate for corporations.

Don't let this hold you up. In fact, never let anything like this stop you from getting going and getting going and selling on Amazon.

If you are an EU resident and don't have a VAT number right now, VAT charged on FBA fees will be withheld from your income. But as soon as you DO get one, you can provide Amazon with it and they will immediately stop withholding VAT from you.

4. If you find that you are losing in exchange fees when Amazon send US dollars to your bank account in another country, you can try using World First. They offer a service to Amazon sellers that will (probably) give you a better exchange rate than your bank.

<https://www.worldfirst.com/us/online-sellers/>

Conclusion

This document along with the course contains all the knowledge you need in order to absolutely KILL IT on Amazon – **providing that you are willing to work!**

All you need to do now is take action.

Don't delay, don't put things off until the 'time is right'. Start now with a single product and begin scaling as soon as possible. Use the seller forums when you get stuck. Use seller support when you have an issue. But above all keep moving forward.



Theo McArthur